# **2023 Annual Report**

# BE THE CHANGES EMPOWERING WITH PASSION TO MAKE THE IMPOSSIBLE HAPPEN

United Way of Northern Shenandoah Valley

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#dayofcaring

# A MESSAGE TO OUR COMMUNITY

As we reflect on 2023, it's evident that our community faced unprecedented challenges. Rising inflation strained finances, leading to increased needs. While the COVID-19 pandemic may be waning, its effects linger, leaving nonprofits like United Way serving a record number of clients, including a struggling middle class nearing the ALICE® threshold (Asset Limited, Income Constrained, Employed). Despite these hardships, United Way met th e challenges head-on with renewed purpose and hope for a brighter future.

#### Supporting our Community: Funding and Impact

This year, United Way distributed \$522,000 in impact grants, aiding countless families and children in health, education, and financial stability. This support funded diverse initiatives, from educational scholarships to food and hygiene assistance for seniors, pregnancy support for new parents, dental services, grief counseling for children, rent and utility assistance, vehicle repairs, medication, and much more.

#### Valley Assistance Network: Making a Difference

Our flagship program, Valley Assistance Network (VAN), remains a crucial resource for those in crisis. This year, VAN celebrated serving over 13,000 families in its six years of existence. Two successful Project Connect events in Winchester and Woodstock brought together over 85 resources, simplifying access to help for those in need.

#### **Gratitude for Our Supporters**

We owe a heartfelt thank you to our workforce campaign partners, corporate sponsors, individual donors, and volunteers. Without your generosity, serving over 3,430 families and investing \$522,000 in positive change throughout the Northern Shenandoah Valley wouldn't have been possible. We also extend our gratitude to our nonprofit partners, who tirelessly serve as the hands and feet on the ground, making lives better one person at a time. United Way's impact multiplies through these vital partnerships.

#### Looking Ahead: Be the Change in 2024

As we move into 2024, we call upon you to **#BeTheChange** and join us in tackling our region's most pressing challenges. Together, we can create even more positive impacts in our communities. Your continued support is essential as we strive to make the Northern Shenandoah Valley an even better place to live.

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# **BOARD OF DIRECTORS**

The United Way of Northern Shenandoah Valley is grateful for the unwavering support of our Board of Directors. Through an investment of their time, talent, and treasure, each Board member contributes to the advances that we are facilitating in the lives of individuals and families across the Northern Shenandoah Valley.

### **OFFICERS**

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# **COMMUNITY IMPACT GRANTS**

Community Impact is at the heart of United Way of Northern Shenandoah Valley. By funding high-performing nonprofit agencies, United Way is advancing our mission to address poverty across our five-county service area, including: Clarke, Frederick, Shenandoah, Page and Warren Counties and the City of Winchester.

Investments in United Way's Community Impact Grants support agencies and programs doing the critical work every day to improve the lives of our neighbors. Funded agencies address issues such as child and youth development, job training, housing stability, and emergency services.

# HEALTH - \$215,800

## **United Way NSV Works for a Healthier Community**

Our strategic priorities are meant to set a roadmap for the community, our partner agencies, and other strategic partners. At the same time, we pride ourselves on the ability to meet immediate and emerging needs in the community and reserve the right to change, amend or add strategic priorities should the needs of the community change. No one can predict with certainty how ever-changing conditions in a post pandemic world will impact the needs of the community and we are committed to adjusting our strategic priorities should we need to in order to address ongoing and potentially unforeseen needs.

The 2020 UWNSV Community Needs Assessment, released in July of 2020, identified the following as United Way NSV priorities.

In 2023, United Way allocated **\$215,800** to vital health initiatives across the Northern Shenandoah Valley. These grants empowered partners to provide essential services in diverse areas:

Mental health: Support for a counselor in schools, youth grief programs, and peer recovery services for adults battling addiction.

**Medical access:** Assistance for pharmacy services, dental clinic expansion, and delivery of food and hygiene items to seniors and disabled individuals.

Child well-being: Services for children experiencing abuse, trauma, and family violence, including free advocacy support.

Substance abuse prevention: Funding for random drug screening and training sessions for families and caregivers dealing with dementia.

## OUR HEALTH PARTNERS

ADULT CARE CENTER OF THE NSV CHILDSAFE CENTER-CAC COLLINS CENTER & CHILD ADVOCACY CENTER CONCERN HOTLINE DEMENTIAMATTERS HEALTHY FAMILIES SHENANDOAH AND PAGE HIGHLAND FOOD PANTRY PAGE ALLIANCE FOR COMMUNITY ACTION SHENANDOAH COMMUNITY HEALTH CLINIC SINCLAIR HEALTH CLINIC BLUE RIDGE HOSPICE SHENANDOAH VALLEY ADULT & TEEN CHALLENGE ST LUKE COMMUNITY CLINIC STRENGTH IN PEERS THE LAUREL CENTER

unitedwaynsv.org 540. 536.1610

# EDUCATION -\$97,200

## Investing in our Future, Empowering our Community

Education isn't just a passport to personal success; it's a bedrock for a thriving community. High school graduates earn more, contribute more locally, stay engaged, and raise children who graduate themselves. We're building that stronger future now by giving every child a strong start, teenagers the tools to grow, and young adults the skills to succeed.

In 2023, United Way committed \$97,200 to impactful education initiatives in the Northern Shenandoah Valley:

**Early childhood:** Ensuring working parents can maintain employment through summer and after-school care programs, and providing tuition assistance for preschool.

Literacy: Supporting efforts to improve reading skills for children.

Family support: Empowering vulnerable families with essential resources like cribs, car seats, and parent education.

Enrichment: Offering scholarship opportunities for summer camps and art programs, fostering creativity and development.

Mentorship: Strengthening youth potential through positive guidance and role models.

Teacher appreciation: Providing lunches for teachers and support staff, recognizing their dedication.

Birthday joy: Bringing smiles to children through birthday gift boxes.

This diverse funding reflects United Way's commitment to nurturing well-rounded individuals and building a brighter future for the community's next generation.

### **OUR EDUCATION PARTNERS**

BIG BROTHERS BIG SISTERS OF HRC COMMUNITY CARE AND LEARNING CENTER FRONT ROYAL/WARREN CO CCAP HEALTHY FAMILIES NORTHERN SHENANDOAH VALLEY JUST BECAUSE, INC. LITERACY VOLUNTEERS WINCHESTER AREA MOUNTAIN VISTA GOVERNOR'S SCHOOL FOUNDATION SHENANDOAH ARTS COUNCIL SHENANDOAH VALLEY DISCOVERY MUSEUM THE SALVATION ARMY WARREN COUNTY WINCHESTER DAY PRESCHOOL

# FINANCIAL STABILITY -\$209,000

## **United Way NSV Helps Families Achieve Financial Stability**

Every day, communities struggle with economic issues that are overwhelming -- families who can't afford to put food on the table; homeless veterans who can't get help to get off the streets; unemployed and underemployed youth who lack skills for a good job offering a living wage. United Way fights to help people pave a stable financial path forward, and to create opportunities for financial stability, and ultimately, economic mobility. Every person in every community should be able to get a good job that supports their family and have opportunities to advance skills and salaries.

In 2023, United Way understands financial stability is the foundation for a thriving community. That's why we invested \$209,000 in impactful partnerships addressing critical needs:

Housing and safety: Preventing evictions, providing shelter and legal aid, assisting domestic violence survivors, and home repairs.

Essential needs: Meeting basic needs like food, diapers, utility assistance, transportation, and childcare.

Job opportunities: Connecting individuals with living-wage jobs through innovative skills training programs.

Disaster relief: Assisting families after fires and other emergencies.

By supporting these crucial services, United Way empowers individuals and families to break free from the cycle of poverty and build a brighter future. We believe everyone deserves a chance to thrive, and through these partnerships, we're making that a reality

#### **OUR EDUCATION PARTNERS**

AMERICAN RED CROSS OF GREATER SHENANDOAH VALLEY BLUE RIDGE HABITAT FOR HUMANITY, INC. BLUE RIDGE LEGAL SERVICES, INC. CHOICES, COUNCIL ON DOMESTIC VIOLENCE FOR PAGE CO., INC. CHRIST CHURCH CARES FOOD PANTRY CONGREGATIONAL COMMUNITY ACTION PROJECT (CCAP) GODFREY MILLER CENTER HORIZON GOODWILL INDUSTRIES FAITHWORKS, INC. FAMILY PROMISE OF SHENANDOAH COUNTY JUST NEIGHBORS MINISTRY, INC. NW WORKS, INC. PAGE ONE OF PAGE COUNTY PHOENIX PROJECT RESPONSE, INC. SHENANDOAH VALLEY LUTHERAN MINISTRIES WARREN COUNTY HABITAT FOR HUMANITY WATTS WINCHESTER RESCUE MISSION

# VALLEY ASSISTANCE NETWORK 💓

**3,430** HOUSEHOLDS REQUESTED ASSISTANCE

INDIVIDUALS

\$326,400 IN SUPPORT DISTRIBUTED 4,122

PARTNER Referrals Distributed

# HOUSEHOLDS SERVED By County

**CLARKE** : 79 HOUSEHOLDS

**CITY OF WINCHESTER : 1,408 HOUSEHOLDS** 

FREDERICK : 1,008 HOUSEHOLDS

WARREN : 129 HOUSEHOLDS

SHENANDOAH : 212 HOUSEHOLDS

PAGE : 68 HOUSEHOLDS

# **MOVING FAMILIES FORWARD**

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+ % × =



57 TRANSPORTATION







+ % × =



ASSISTANC



# 2023 COMMUNITY IMPACT WINCHESTER HIGHLIGHTS

70 PROVIDERS



## CONNECTED 500 +with services PEOPLE under one roof!



## MEDICAL

60 Blood pressure screenings, connections to low-cost medication



## HAIRCUTS

61 Free haircuts from volunteer stylists

of participants said they would likely not have been able to obtain the services without Project Connect



Would recommend the event to family and friends

## FROM PARTICIPANTS:

"All of the information and services I needed were in one place!"

"The respect and friendliness from staff and volunteers made the day perfect!"

## DENTAL

50 Dental screenings. referrals for extractions

## FNNN

60 Food boxes distributed Free lunch served to 250

## JULY 28, 2023

## **PROJECT CONNECT:** A one-stop resource fair connecting people to

services that would otherwise be difficult to access.

Presented by:



## VISION

**115** Vision screenings 60+ Eveglass referrals

## OTHER HIGHLIGHTS

On-the-spot job interviews. checking accounts opened on-site. free Narcan trainings, and more!

> Project Connect participants connected with an average of

5 services during the 4th annual event!





3+ services

Accessed 7+ services

## 40%

of participants said being matched with a volunteer guide was their favorite part of the event!

Very helpful Friendly people

Smiling, kind people Everything was great! Loved seeing people helping others

## VOLUNTEER IMPACT



Our sincere thanks to the generous volunteers, sponsors, partners & providers who made this event possible!









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there's power in one -



# **CORNERSTONE SPONSORS**







# DuPontCommunity



# PROJECT SPONSORS

LAUREL RIDGE COMMUNITY COLLEGE RAPPAHANNOCK ELECTRIC COOPERATIVE RUBBERMAID WARFEL CONSTRUCTION CO WESTMINSTER CANTERBURY



ATLANTIC UNION BANK BANK OF CLARKE EDWARD JONES F&M BANK HOTTEL & WILLIS PERRY ENGINEERING SHENANDOAH VALLEY ORTHODONTICS THE WHINCHESTER GROUP UNITED BANK

# **VOLUNTEER TEAMS**

- Bank of Clarke\* Blue Ridge Hospice **City of Winchester Clarke County Government** Continental\* Costco\* Edward Jones\* First Bank\*\* Green Bay Packaging Handley Interact Home Depot\* Laurel Ridge Community College\* Marlow Motors\* Newell Rubbermaid\* Navy Federal Credit Union\* **Pioneer Bank**
- Rappahanock Electric Co-operative\* Rotary Club Shockey Companies Southeastern Container\* Shenandoah University\* Shenandoah Valley Orthodontics\* Thermo Fisher Scientific Town of Front Royal Tolley Dental\* Trex United Bank\* Valley Health\* Warfel Construction\* Winchester Public Schools Yount Hyde & Barbour\*

\*\* Presenting Sponsor \* Sponsor

# **NON-PROFIT PARTICIPANTS**

American Red Cross of the Greater Shenandoah Valley AmVets **Belle Grove Plantation** Blue Ridge Habitat for Humanity **Blue Ridge Hospice** Blue Ridge Legal Services, Inc Bright Futures - Frederick/Winchester **CHEERS School Family** Edgehill, a Recovery Retreat Center **Evans Home For Children** Families Reaching Out Group/Froggy's Closet FISH of Clarke County Frederick County Parks and Recreation Fremont Street Nursery Front Royal Warren County CCAP Girls on the Run Shenandoah Valley **Godfrey Miller Center** Greenwood Fire & Rescue Healthy Families Northern Shenandoah Valley **Highland Food Pantry** Locust Grove Cemetery Love to NIC, LLC

Middletown Fire & Rescue Company 12 Mt. Carmel Baptist Church Museum of the Shenandoah Valley New Eve Maternity Homes Northern Shenandoah Valley Substance Abuse Coalition Northwestern Community Services Board NW Works, Inc. **Opequon Presbyterian Church Roots & Shoots Garden** Our Health, Inc. Page Alliance for Community Action **Phoenix Project** Shenandoah County SEARCH, Inc. Shenandoah University Shenandoah Valley Battlefields Foundation St. Luke Community Clinic The Clermont Foundation The Kids Club The Laurel Center United Way of Northern Shenandoah Valley Winchester Day Preschool Winchester House Woodstock Fire Department

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TOTAL REVENUE RECIEVED FROM OUR TOP 5 CONTRIBUTORS THROUGH CORPORATE GIFTS AND EMPLOYEE GIVING.



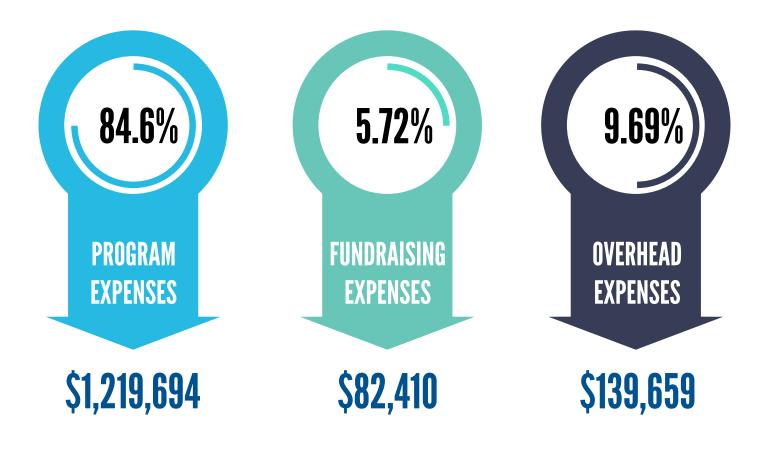






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# **FINANCIAL SUMMARY**



# **TOTAL EXPENSES : \$1,441,763**

TOTAL REVENUE	\$1,532,560
TOTAL ASSETS	
TOTAL LIABILITIES	

# TOTAL NET ASSETS ......\$1,760,267

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